



# IOWA DEPARTMENT OF AGRICULTURE AND LAND STEWARDSHIP

PATTY JUDGE  
SECRETARY OF AGRICULTURE

## Fresh News

Fall - Winter 2003

### The Farmers' Market Newsletter

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Waterloo Downtown Market – photo by Barbara Lovitt

**Another successful farmers' market season has drawn to a close!** Over 165 farmers' markets were operating this season – with over 20 new markets established this year.

More and more Iowans shopped at their local farmers' market, and enjoyed the fresh picked produce our gardens and fields offered.

Hundreds of vendors in addition to the over 1,100 registered IFMNP/WIC/Seniors produce vendors offered a variety of products for sale at the markets. Homemade jams and jellies, cut flowers, honey, breads, nuts, baked goods, meat, wine, cheese, fish, hand crafted items, and prepared foods were just a few of the additional items shoppers could purchase.

Congratulations to all of you for a fine market season and for all your enthusiasm in making Iowa's markets the best in the Midwest!

**Send Your Market Questions** for the experts to answer at the Iowa Farmers' Market Managers/Organizers Conference on March 27, 2004!

See inside for details!

**2004 Iowa Farmers' Market Managers/Organizers Conference**  
**Saturday March 27, 2004, Des Moines Botanical Center 8:00 a.m. – 4:00 p.m.**  
**Announcements to be mailed in mid January**

## SEND IN YOUR QUESTIONS CONCERNING FARMERS' MARKETS

**DO YOU HAVE QUESTIONS about what can and cannot be sold at market?** About writing or enforcing your market rules – questions about scales or weights and measures – how about the sale of beef, chicken, poultry, fish, emu, bison, and other meats – food safety and sampling products – selling live rabbits, chicks, ducks, dogs, chickens, goats and other animals at markets – what can be done about “dumping” produce and undercutting the price the other vendors are charging – selling wine...

Write down your questions and send them to us for the experts to answer. By sending your questions to us before the conference, the “experts” can have time to write an answer. We plan to compile handouts of the questions and answers as part of your Conference materials.

**Send your questions before February 15, 2004** : **Write to:** Barbara Lovitt, Bureau of Horticulture and Farmers' Markets, IDALS, Wallace Bldg., 502 E. 9<sup>th</sup> Street, Des Moines IA 50319; or **e-mail them to:** [barb.lovitt@idals.state.ia.us](mailto:barb.lovitt@idals.state.ia.us)

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### Health and Nutrition Education Project Available for your market

Last year, a group including a retired physician, a nurse, a dietician, a nutritionist and three other persons developed and field-tested a program to educate people about health and nutrition.

Included in this program were the following services: free blood pressure and glucose checks; free consultations on health conditions and health problems; free pamphlets and brochures from various national health organizations, Iowa State University and other organizations; informal informational session on nutrition and individual private consultations on nutrition.

This program was developed in response to some frightening statistics about health. Among them: nearly 2/3rds of Americans are overweight; about 15% of children have Type II diabetes; and health insurance costs have risen significantly.

We believe this program is important and that it will appeal to many people. We are offering, with your help in promoting the event, this program at your Market on an occasional basis, or we would work with you to develop them with your own local resources.

If your Market is interested in this program, write Bill Turner, 2108 – 37<sup>th</sup> Street, Des Moines IA 50310 or, e-mail him at [Bill.Turner@earthlink.net](mailto:Bill.Turner@earthlink.net) or call him at 515-274-0384.

*By - Bill Turner*

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### STAY IN TOUCH OR HOW TO CONTACT US

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# MAKE PLANS TO ATTEND !!

## 2004 Iowa Farmers' Market Managers/Organizers Conference

**Saturday March 27, 2004**  
Des Moines Botanical Center  
Des Moines  
8:00 – 4:00 p.m.

***This year's Conference will have all the answers!***

The experts will be answering your questions on:

- Rules and Regulations markets have to follow
- Food safety or “can this be sold at market?”
  - Meat and poultry sales at market
    - Scales at markets
    - Animal sales at market
      - Insurance
      - Sales tax permits
    - Fish, wine and cheese sales
  - Market rules – how to write and how to enforce them
- How do you handle “difficult” vendors – Conflict management
  - ***And much, much more!***

***A full day of information dedicated to helping you manage your market!***  
***Meet other market managers, solve problems, get new ideas!***

Winners of the 2003 Iowa Farmers' Market Improvement Competition will be announced!

COST is \$25.00 per person by pre-registering before March 15, 2004

Registration forms will be mailed out after January 10, 2004  
Pre-registration deadline is March 15, 2004.

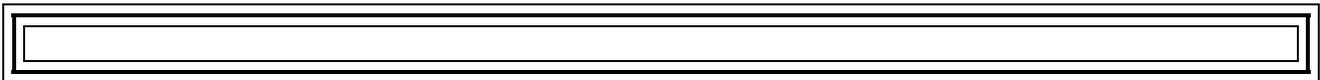
Cost after March 15 or at the door: \$40.00 per person  
Doors Open at 7:20 a.m. for Coffee and Walk-In Registration

Only cash or checks accepted for payment.  
No Purchase Orders (PO's), Invoicing or Credit/Debit cards accepted.

Cost of the Conference includes lunch and materials.

Scheduled Speakers: Mr. Bob Haxton – Iowa Dept. of Inspections and Appeals  
Mr. Mike Mammaing – Bureau of Meat & Poultry Inspection, IA Dept. of Ag.  
Dr. John Schiltz – State Veterinarian, IA Dept. of Ag.  
Mr. Darryl Brown – Bureau of Weight & Measured, (Ret.), IA Dept. of Ag.  
Mr. Neil Hamilton – Professor of Law, and Director of the Agricultural Law  
Center at Drake University Law School, Des Moines  
Ms. Didi Zahariades – owner of “Coach To Win”

***DATES TO REMEMBER: Registration forms mailed after January 15; Questions due by February 15,  
Pre-Registration deadline for \$25.00 cost March 15, 2004***



## **IOWA FARMERS' MARKET ASSOCIATION (IFMA) UPDATE**

**SPECIAL MEETING NOTICE for IFMA Members:** The IFMA Board of Directors has scheduled a special meeting for all IFMA members for Tuesday, January 6, 2004, at 2:00 p.m. in the First Christian Church, located at 25<sup>th</sup> & University Avenue, Des Moines, IA.

The special meeting has been called to take a vote to amend the by-laws. The by-laws now state that the Annual Meeting must be held in February.

The proposed amendment will allow the Chair to establish the date of the Annual Meeting. This is the only item of business of this special meeting.

If the amendment is passed, the 2004 IFMA Annual Meeting will be held on Friday, March 26, 2004, in Des Moines, IA.

**Join** THE organization that specializes in farmers' markets – The Iowa Farmers' Market Association! Annual dues are only \$20!

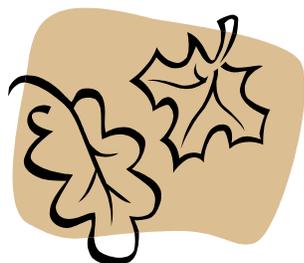
### Membership Types:

1. The Farmers' Market membership: Open to farmers' markets in Iowa. Each Member market has one vote.
2. The Associate Membership is offered to a person, family, or an organization that is not a farmers' market. An associate member is non-voting.

Each membership receives access to a terrific farmers' market advertising catalog; subscription to the IFMA News; Membership Directory; and a network of farmers' market contacts working with our legislators on pertinent issues.

Upcoming with the Association: an IOWA GROWN FOR YOU logo that will be on shopping bags at an economical cost; insurance program for farmers' markets; an economic impact study of farmers' markets; handbook for farmers' market managers.

Join or renew today –



### **Iowa Farmers' Market Association Membership Application**

**Membership Types:** \_\_\_ Farmers' Market \_\_\_ Associate

**Farmers' Market Name**

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**Market's City and County**

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**Market Contact / Associate Name**

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**Mailing Address**

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**Phone ( )** \_\_\_\_\_

**Fax ( )** \_\_\_\_\_

**E-Mail** \_\_\_\_\_

**\$20 per Market or Associate Membership**

**New Membership** \_\_\_ **Renewal** \_\_\_

**Make check payable to IFMA and mail to: Dawn Kupka, IFMA Secretary, 404 N. Center Street, Toledo, IA 52342**

**New membership is activated upon approval of Board of Directors, IFMA.**

### **Renewing the Countryside – Iowa**

...is a wonderful collection of stories about innovative people revitalizing rural communities. This book honors those who have found a way to make a living in the countryside while supporting their communities and protecting the environment.

Traverse the pages and meet everyday heroes and 21<sup>st</sup> century pioneers who are bringing new life to small towns – from Spirit Lake to Wapello, from Shenandoah to Decorah. At the end of each chapter, read a thoughtful, eloquent essay penned by a distinguished Iowa writer or thinker.

Journey into these beautiful pages, and be assured that you will leave with a new vision and appreciation of rural Iowa.

Regular price \$39.95 –  
**YOUR SPECIAL PRICE \$25.00**

**Order Now – see attached form**